

## **CHAPTER III**

### **RESEARCH METHOD**

This chapter presents the procedures used in conducting the research. It covers research design, research subject, data collection, research instrument, and data analysis.

#### **3.1 Research Design**

There are two type of research design; qualitative and quantitative research design. According to Ary (2006,p33), “qualitative research is based on a different philosophical approach, which sees the individual and his or her world as so interconnected that essentially the one has no existence without the other. It finds social reality as unique; hence, researchers can only understand human behavior by focusing on the meanings that events have for the people involved”.

In addition, in the research design of this study is descriptive qualitative since the researcher wants to identify code-mixing used by Thai pop song and describe words that are categorized as code-mixing used by Thai Pop Songs.

According to Ary (2010:426), research design is the plan of how to researcher proceeds their research to acquire an understanding of some groups or some phenomenon in its context. It is an important part in conducting research and the method used in analyzing and collecting the data. Research design refers to gather the data information from the subject.

### 3.2 Research object

Research object is an individual who participates in a research study or someone from whom data are collected. Darlington and Scott (2002) mention that research participant in qualitative research must have “the capacity to provide full and sensitive description of the experience under investigation”.

The objects of this research were three of Thai Pop Songs in song lyrics; there are three examples of Thai Pop Songs, first is Too Much So Much Very Much by Bird Thongchai, second is ฮัณ (Hug) by Bie The Star and the last is ฦ (You) by Golf & Mike. Which contains English code-mixing.

In this research, the researcher took three Thai pop songs there are Too Much So Much Very Much by Bird Thongchai, ฮัณ (Hug) by Bie The Star and ฦ (You) by Golf & Mike because the selected songs show code-mixing clearly. The reader can easily understand the selected song in this study. Moreover, the lyrics mostly are about love, emotion and daily life although the lyrics are mixed English, it makes the language interested with beautiful description.

### 3.3 Data Collection

The researcher collected the data about an analysis of English Code Mixing in Thai Pop Songs (String Music) by using the following technique, instrument and procedure.

### **3.3.1 Technique and Instrument**

Instrument is a tool to attain data. Ary (2010) states the research instruments include observation, data analysis, and interview. In this research, the researcher used document analysis to gather the data. According to Ary (2010), document analysis study is the study which content concerned on analyzing and interpreting recorded material to learn about human behaviour. The materials analyzed such as textbooks, newspapers, musical compositions, television programs, speeches, advertisements, web pages, or any of a host of other types of documents. Furthermore, there are several instruments used in qualitative research. They are observation, interview, and documentation. The researcher uses documentation method in this study.

In this research, the researcher used document from of songs lyric of the songs. It was because the researcher listening to music to find out code-mixing in Thai Pop songs via the online YouTube channel. The researcher takes notes from songs lyric to know the types of code-mixing. The researcher understand and analyze the data.

### **3.3.2 Procedure**

In this research, the data were obtained from three of Thai Pop Songs; there are three examples of Thai Pop Songs, first is Too Much So Much Very Much by Bird Thongchai, second is ฮัก (Hug) by Bie The Star and the last is ุญ (You) by Golf

&Mike.Researcher collected the data of this study through the following procedures:

1. Selecting the Thai pop songs with contain.
2. The researcher listen the songs via the online YouTube channel.
3. Taking notes of code-mixing words found in the songs.
4. Understanding the songs.
5. Presenting the data.

### **3.4 Data Analysis**

The research collected the data about what are the Code-mixing used by Thai Pop Songs although to describe the types of code mixing are used in Thai Pop Songs. In this study the data source is taking three of Thai Pop; there are three examples of Thai Pop Songs, first is Too Much So Much Very Much by Bird Thongchai, second is ฮัก (Hug) by Bie The Star and the last is ญู (You) by Golf &Mike. The researcher collected data from a concentration on the written form of the song lyrics. According to Ary (2006), data analysis was the most complex and mysterious phase of qualitative research. The researcher had to organize all the English elements in the song lyrics were listed and classified about the type of code-mixing. They were then put into the data table and translate. The data was concluded and reported in the table to present utterances containing of code-mixing. Explanation and examples were provided to represent the usage of English codes in Thai pop songs.

The procedures of data analysis were organized as follows:

1. Listing three of Thai Pop Songs that the research has mentioned.
2. Identifying the type of code-mixing used by Thai Pop Songs.

**Table1. Analysis types of code-mixing utterances**

Utterances Containing Code-Mixing	English Translation

3. Describing the results of the data analysis.
4. Drawing conclusions.

